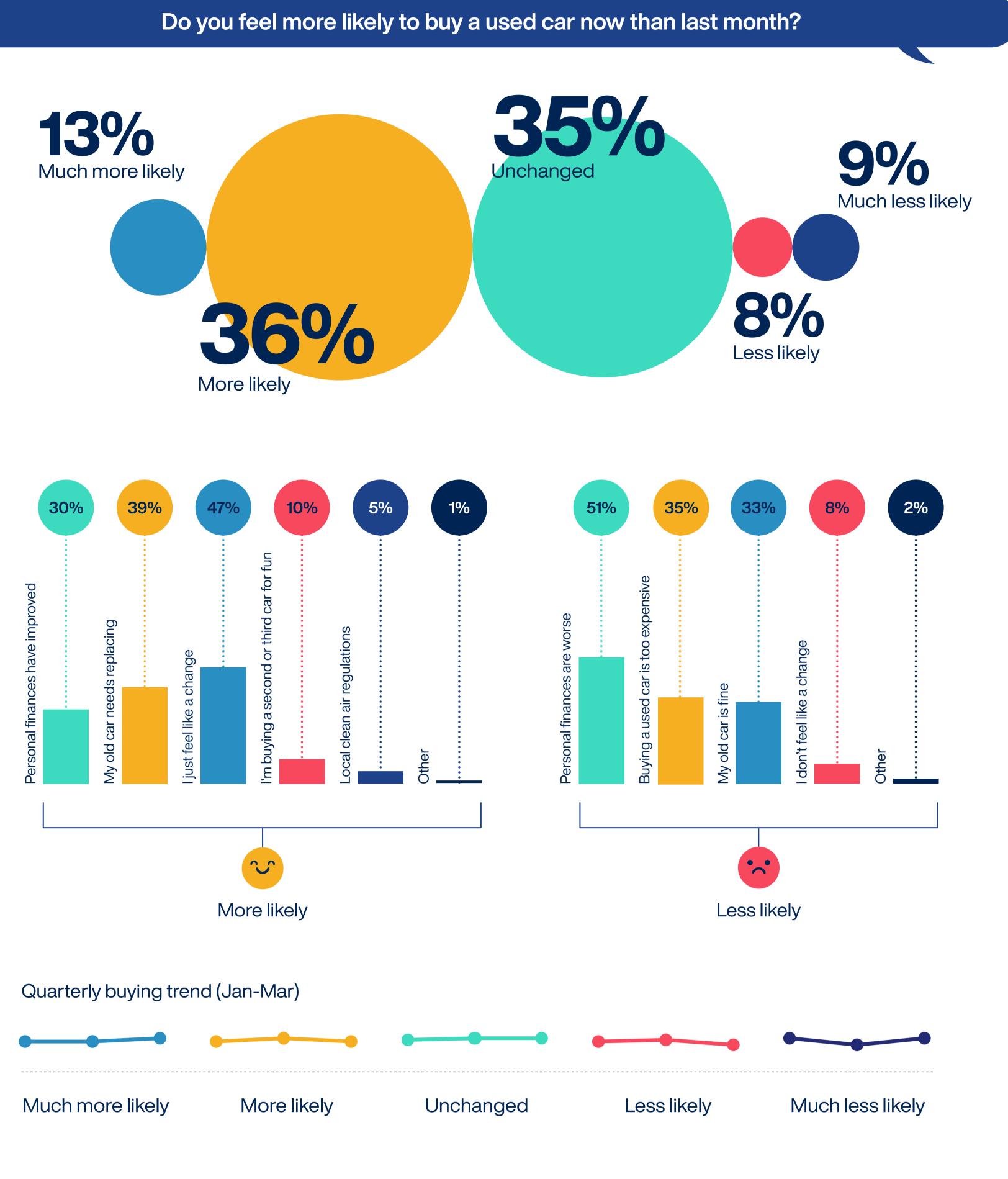


#### April 2023

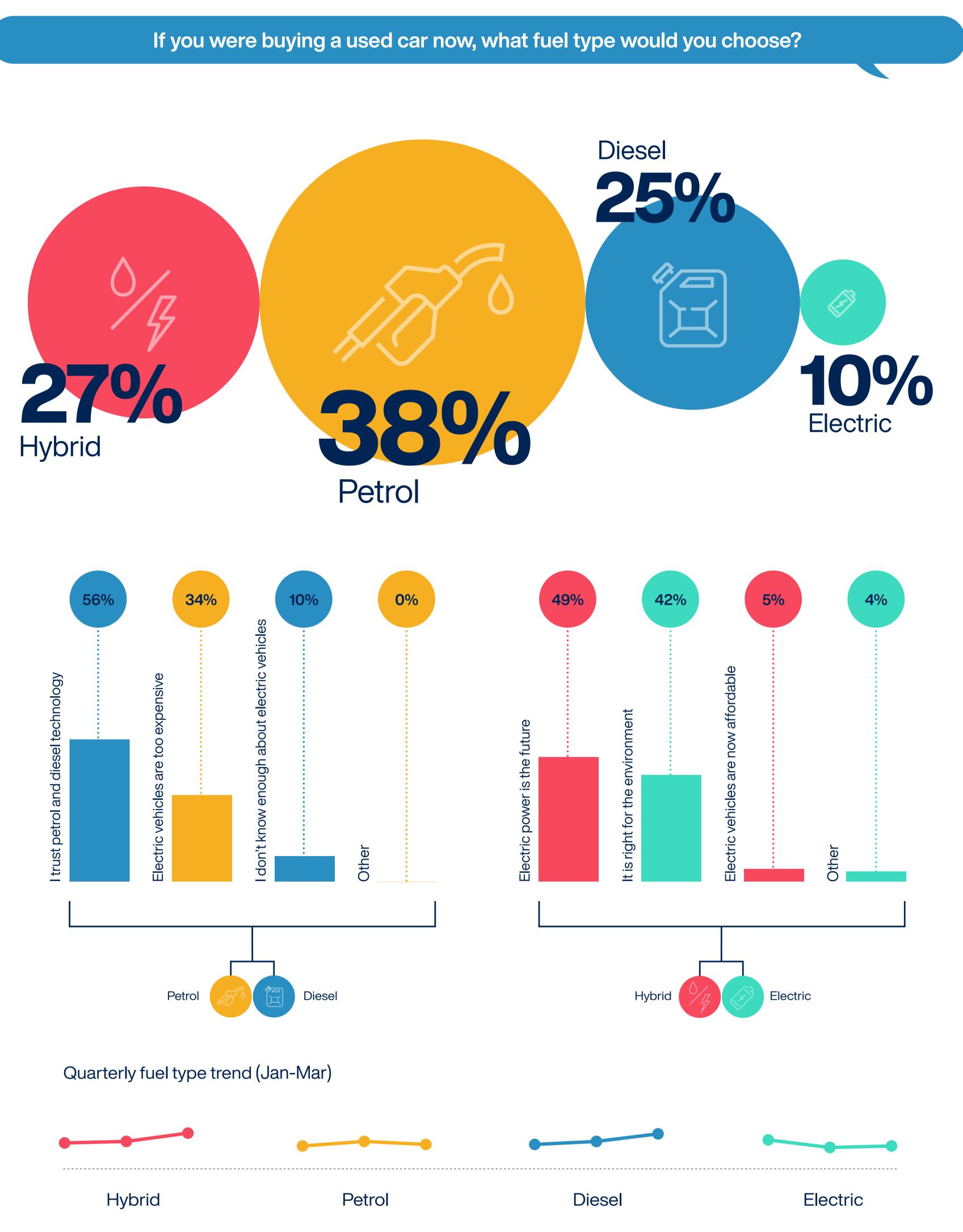
# What drives consumers?



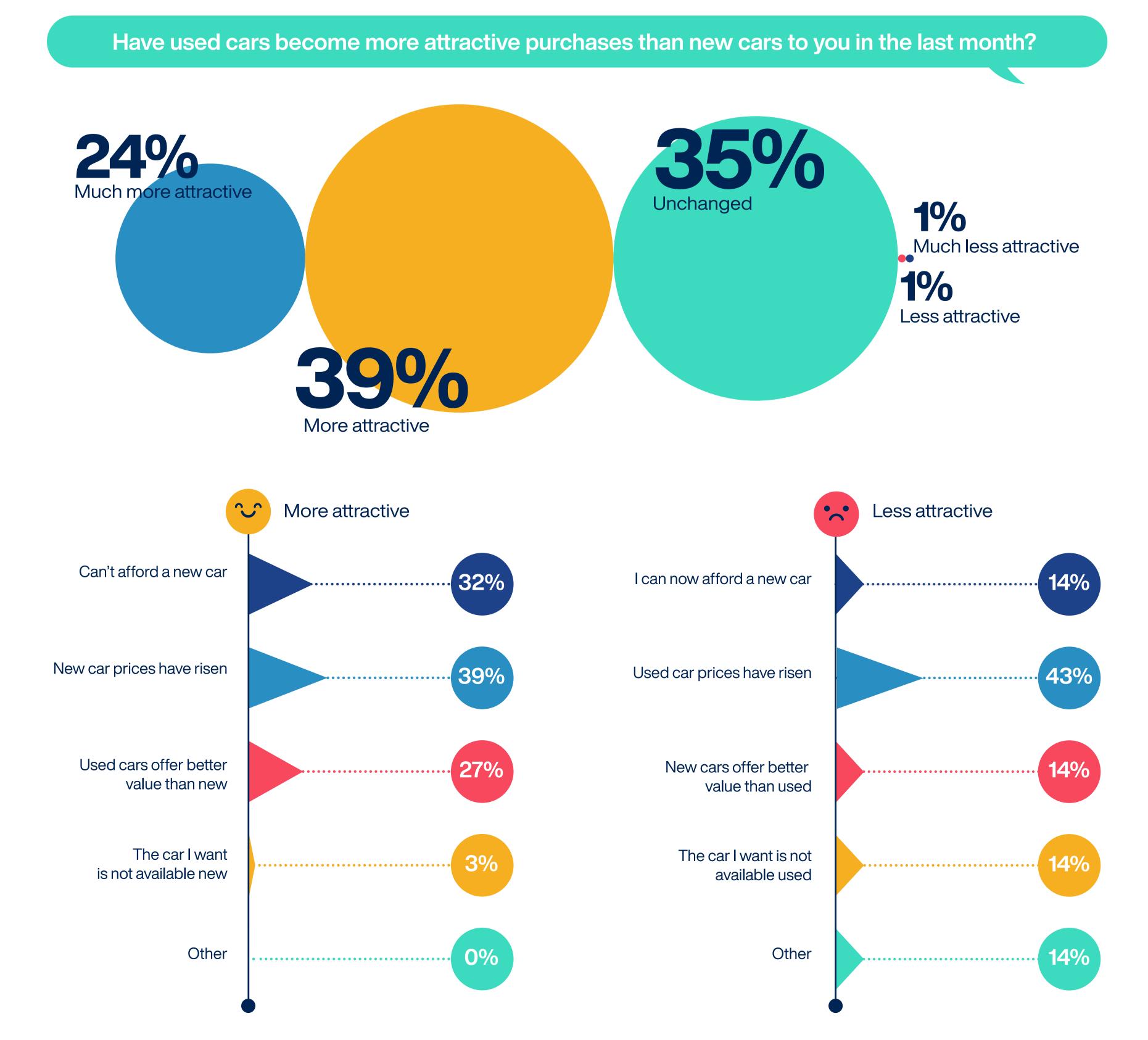
### Question 1

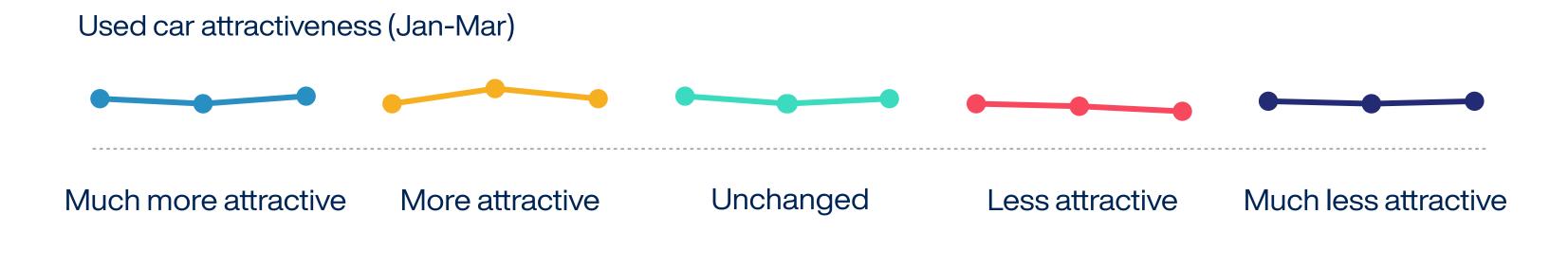


# Question 2



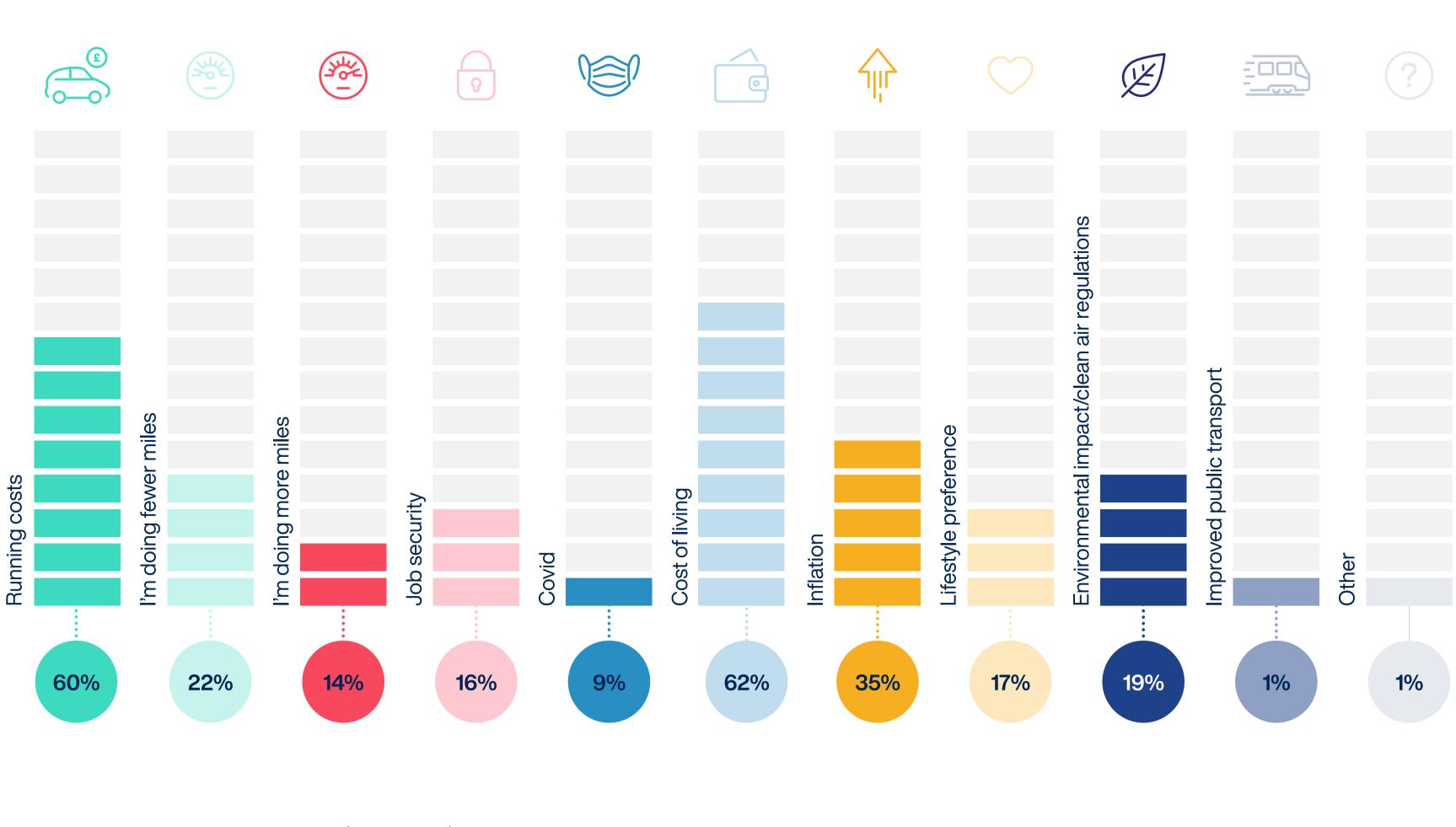
# Question 3





#### Question 4

If you were buying a used car now, which factors would influence your choice?



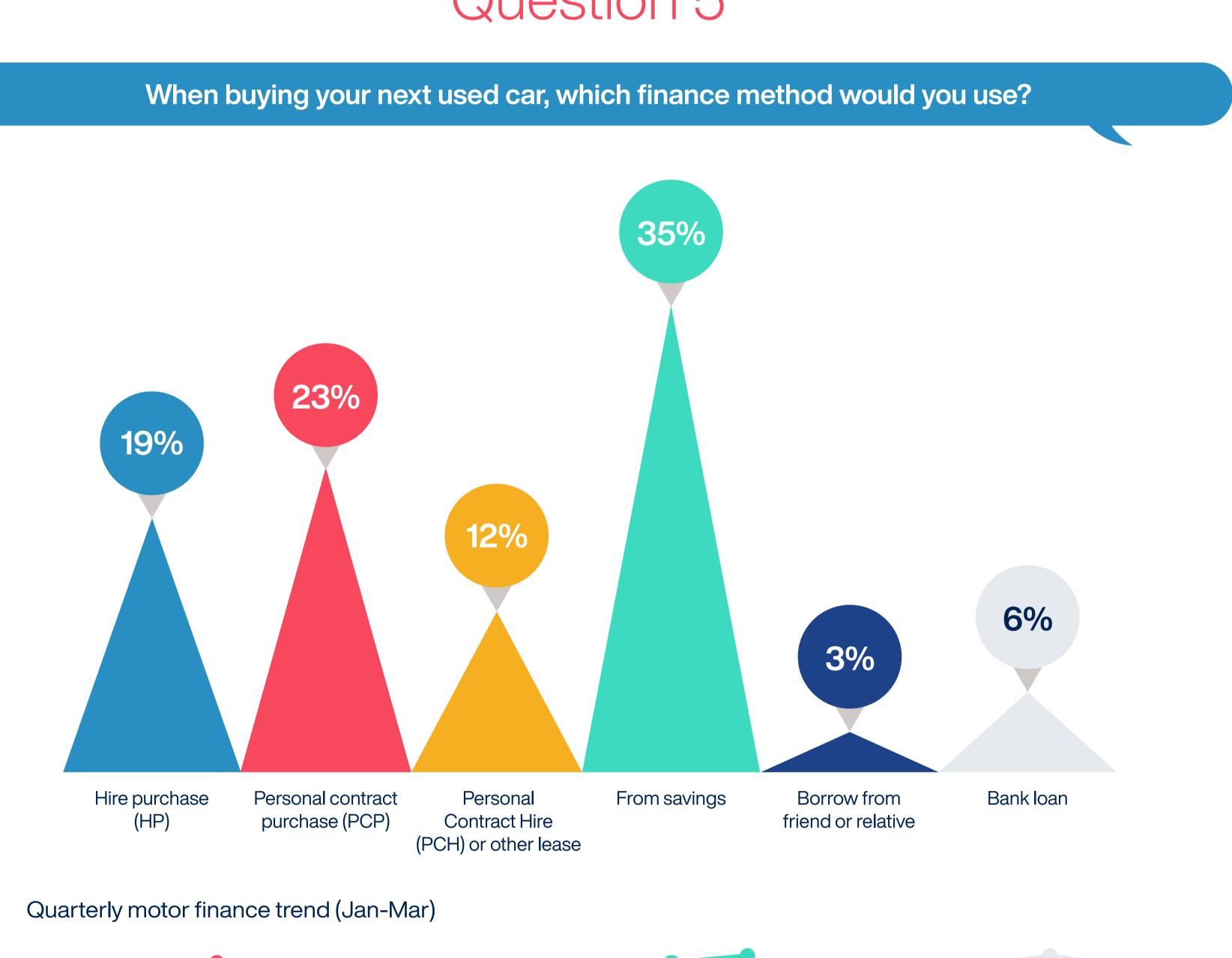
Quarterly buying influence (Jan-Mar)

HP

PCP

Running costs	Fewer miles	More miles	Job security	Covid	Cost of living	Inflation	Lifestyle choice	Enviro regs	Public transport	Other

## Question 5



### Question 6

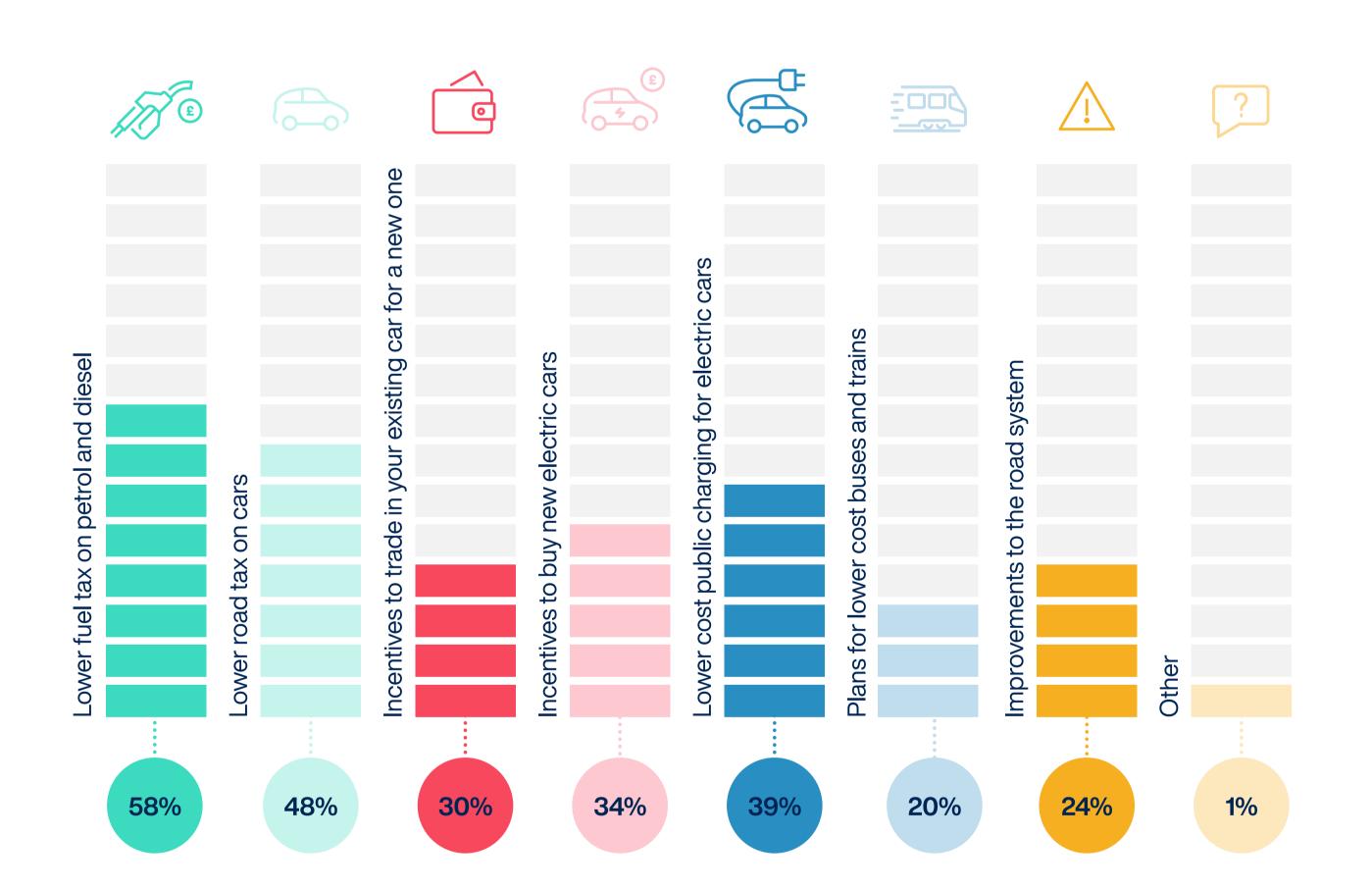
Savings

Borrow

**Bank Loan** 

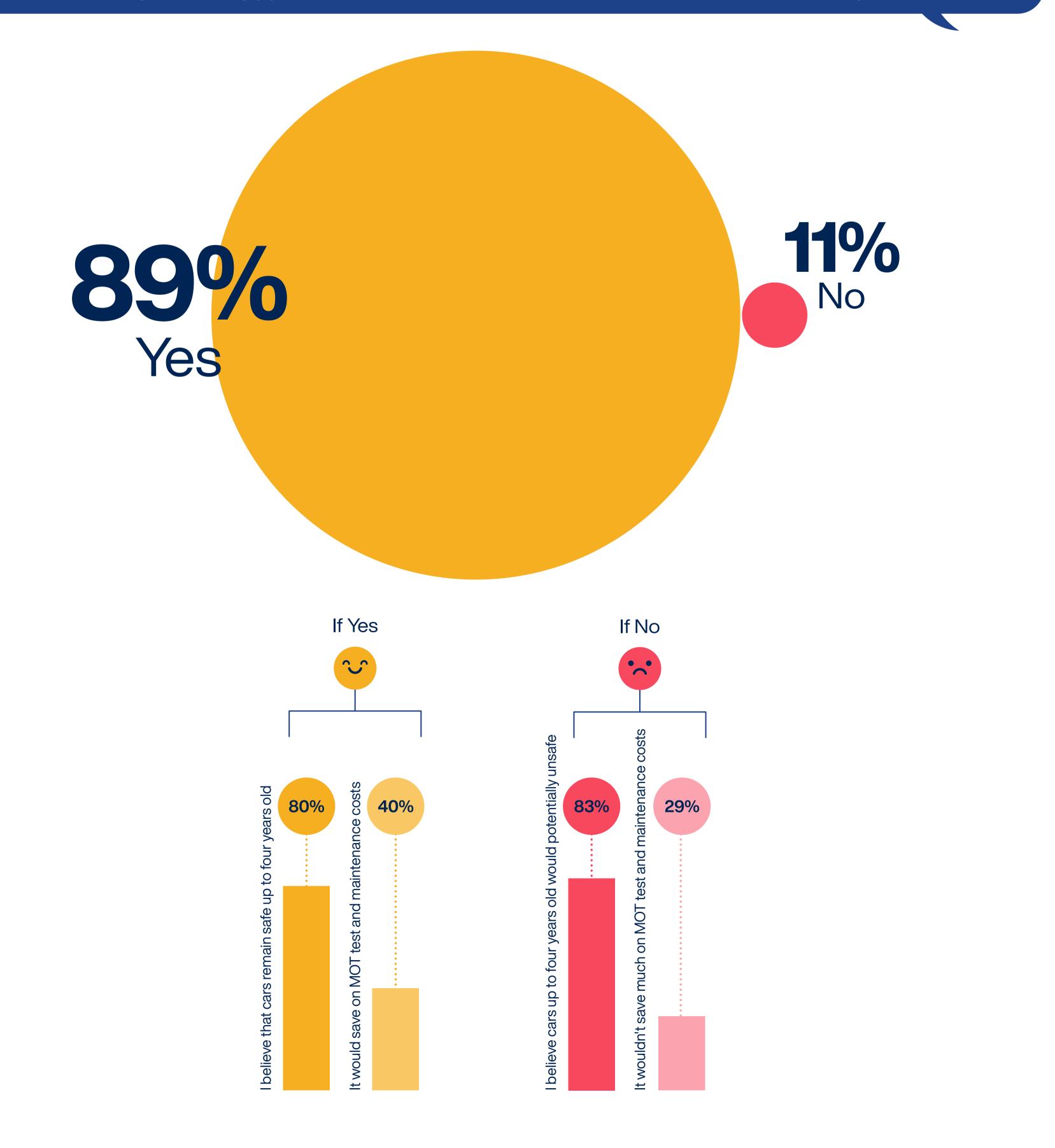
PCH

What changes would you like to see in the Spring Budget to motoring and travel in general?



#### Question 7

Would you be happy for a car's first MOT to be extended from three to four years?





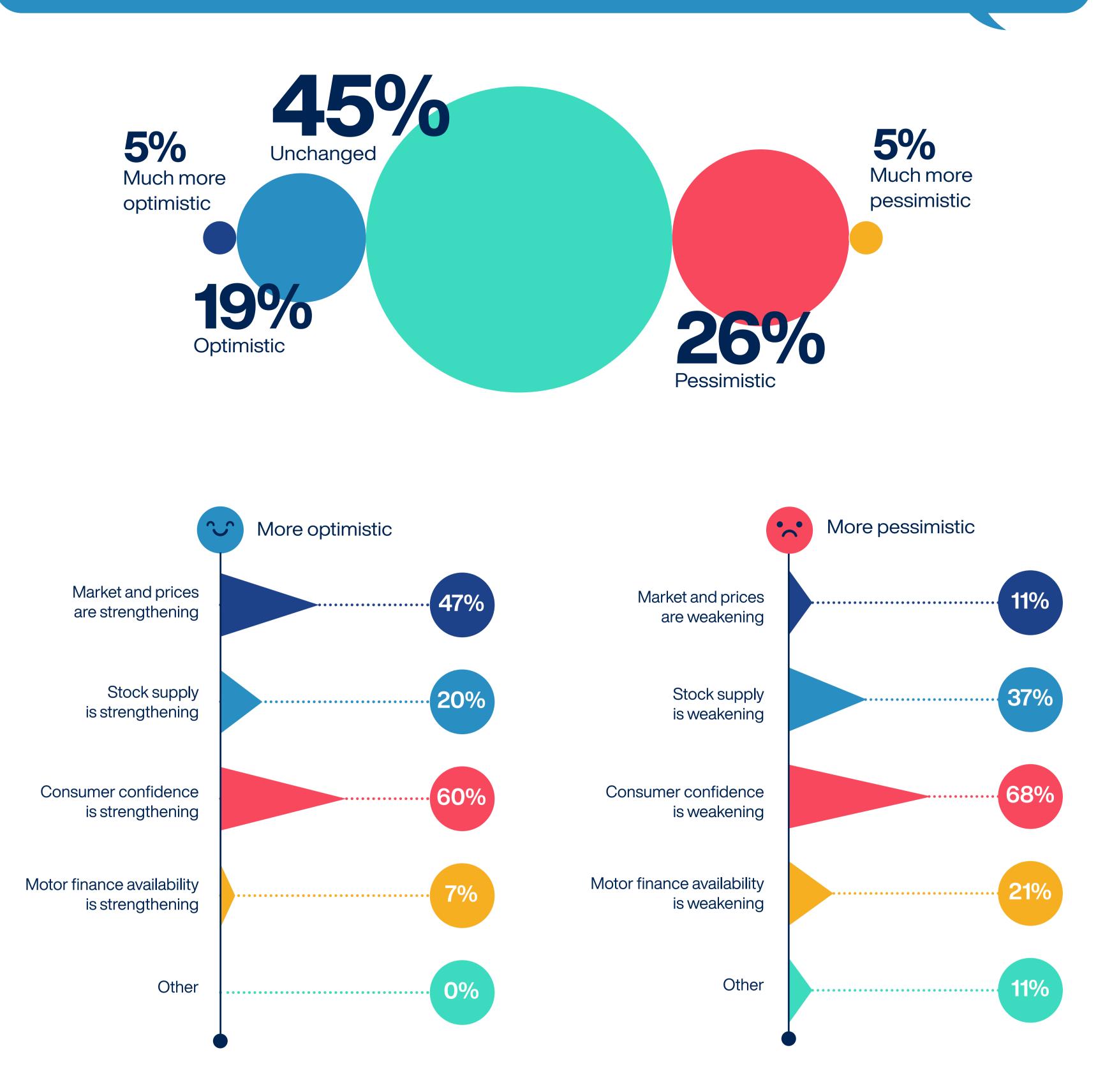
#### April 2023

# What drives dealers?



#### Question 1

Do you feel more optimistic or pessimistic about the used car market than last month?

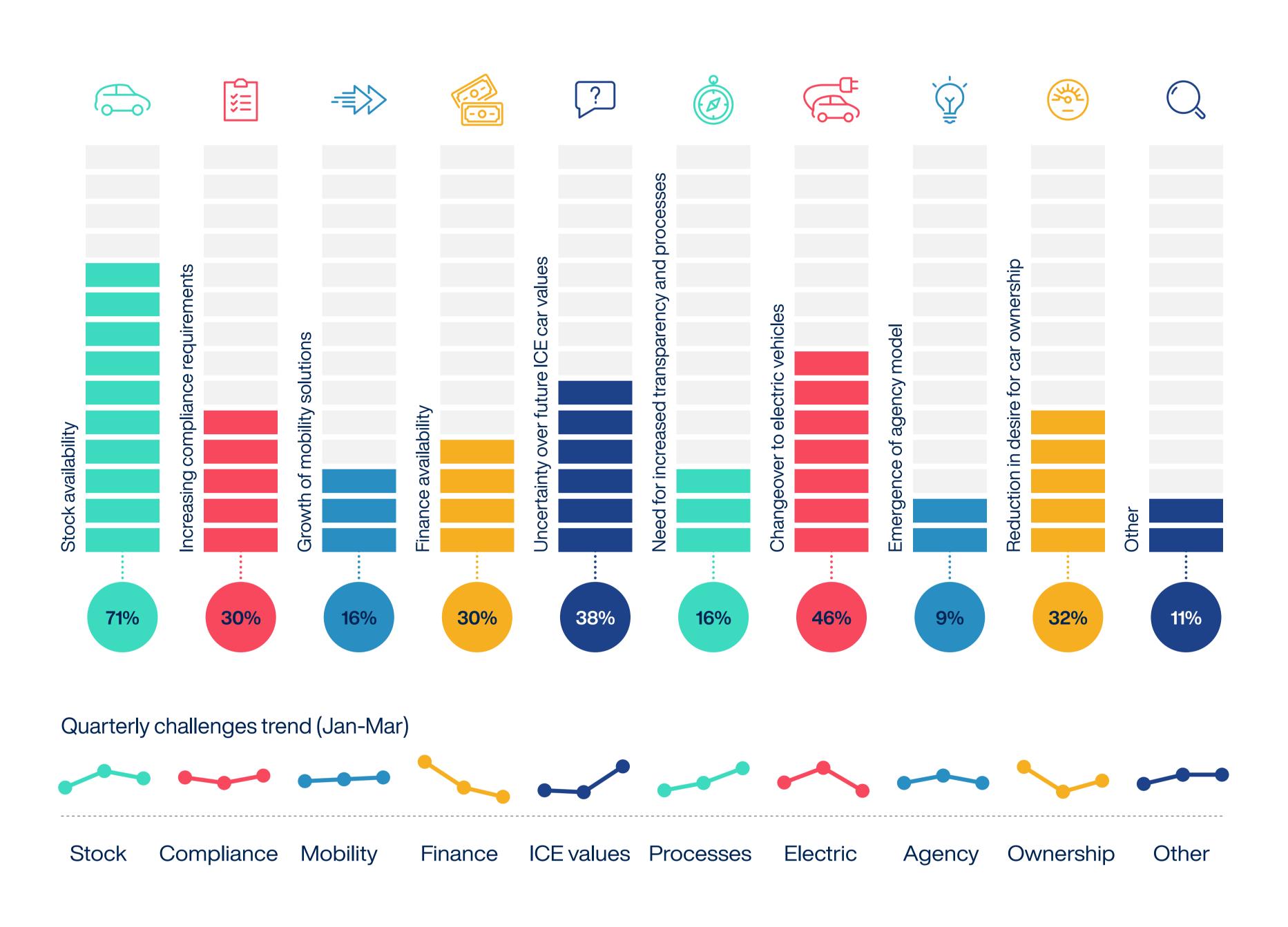


Quarterly optimism/pessimism trend (Jan-Mar)



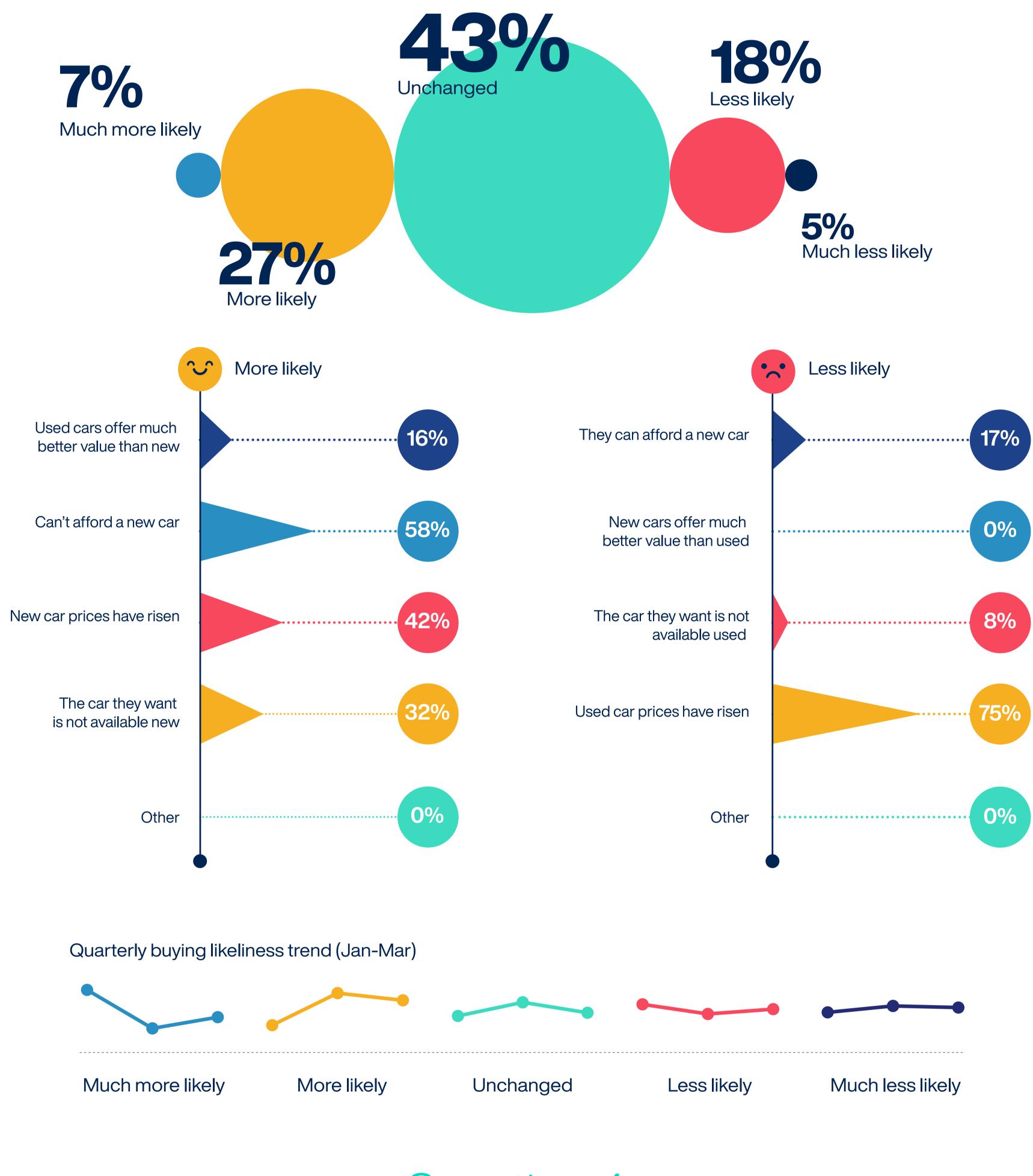
# Question 2

What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?



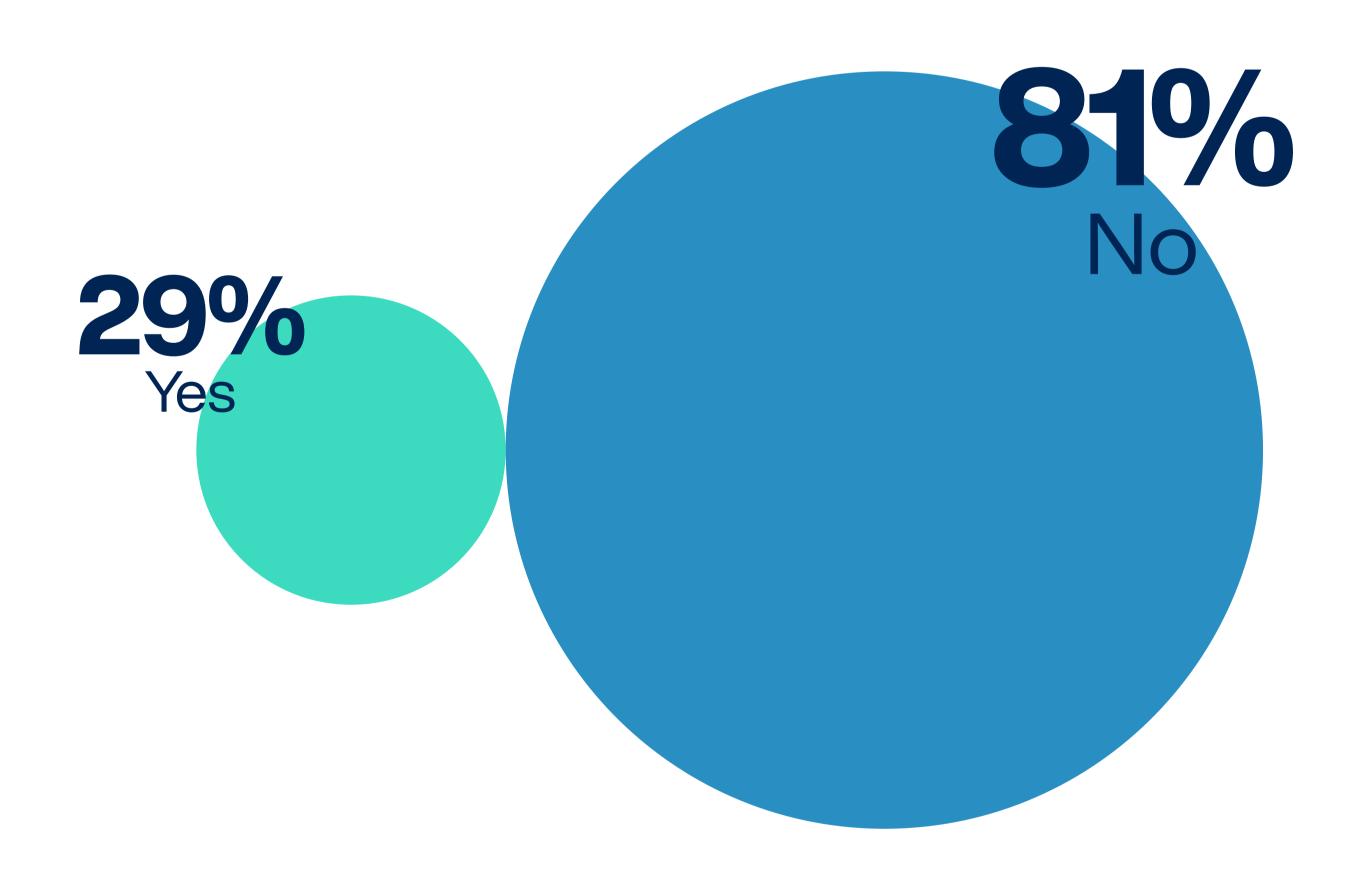
Question 3

Do you feel customers have become more likely to buy a used car rather than new in the last month?



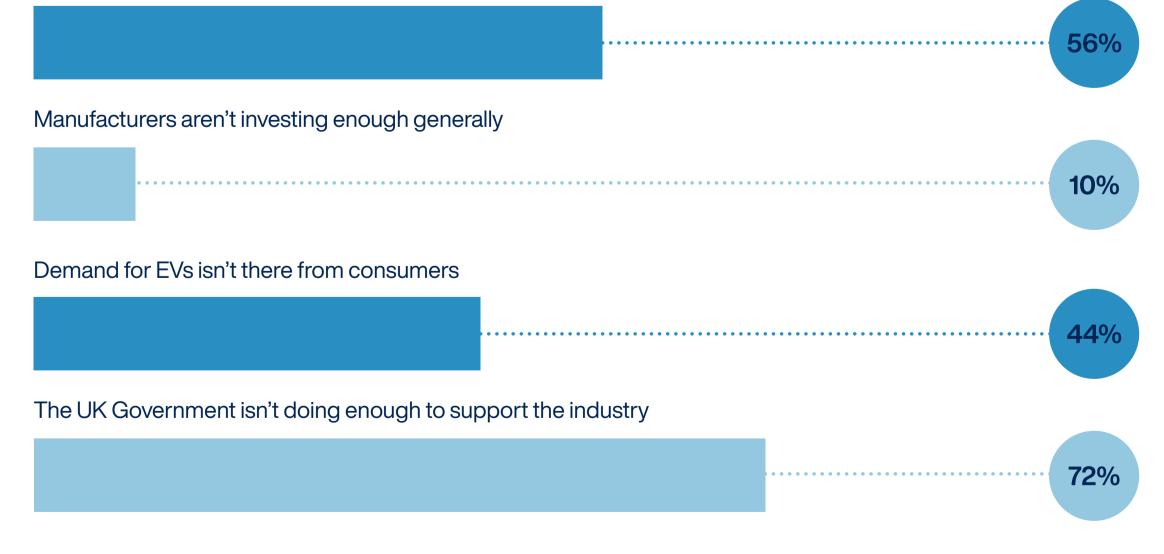
#### Question 4

Do you believe car makers and UK government are doing enough to support the transition to EV?



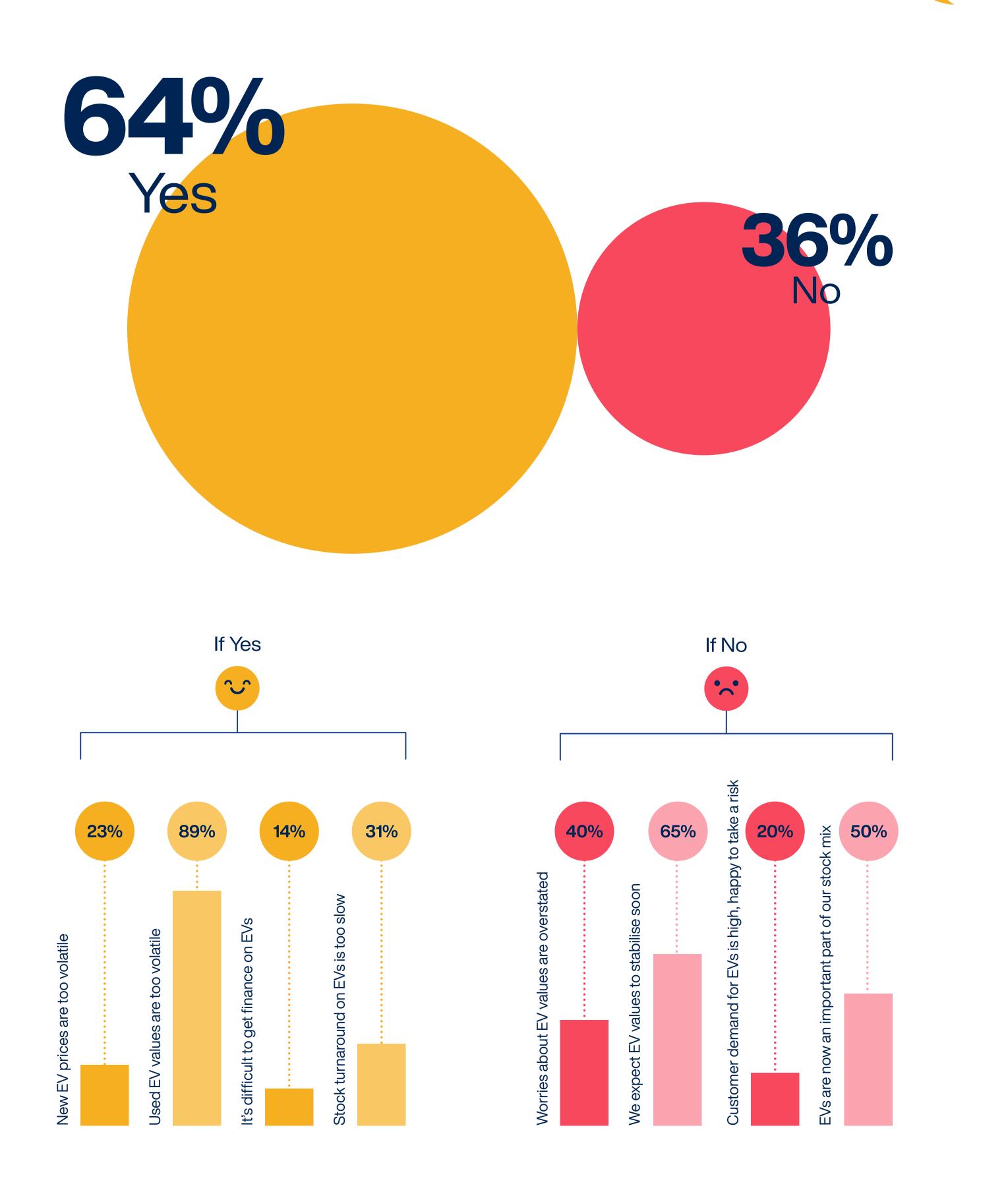
#### Why not?

The UK isn't building enough battery manufacturing capacity



### Question 5

Are worries about falling values preventing you stocking electric vehicles?



Consumer data source is pre-qualified as being a used car user/owner but there will also be a qualifying question in case this has changed. We will also have source profile data which includes gender, age, and location.